

LEXINGTON HERALD
Lexington, Kentucky
October 3, 1962

John Berry Named To Head Tobacco Export Association

ASHEVILLE, N. C., Oct. 2
(Special) — John M. Berry, New
Castle, Ky., was elected president
of the Burley and Dark Leaf Ex-
port Association today at the 13th
annual convention of the group.

Berry, who is president of the
Burley Tobacco Growers Cooper-
ative Association, served last
year as a vice president of the
export group. He succeeds Paul
Goddard, Knoxville.

Mrs. Margaret Adair, Lexing-
ton, was re-elected secretary-
treasurer. C. W. Maloney, Mad-
isonville, was chosen vice presi-
dent and Frank V. Snodgrass,
Bowling Green, was re-elected a
vice president and managing
director.

Berry told delegates that the
quality of U.S. burley must be
maintained if foreign trade is
to be expanded.

James W. Birkhead, associate
director of the Tobacco Division,
Foreign Agricultural Service said
he foresees greater burley de-
mand.

Speaking during a panel dis-
cussion of foreign markets, Birk-
head said foreign burley markets
are greater than expected but
that there still are problems to
be solved in foreign marketing.
He noted the Common Market as
one of the factors to be consid-
ered in foreign marketing and
said there is optimism for great-
er sales.

"Your export promotion activi-
ties have been very good and
effective," he told the group.

The quality of U.S. burley is a
main reason for the trend toward
greater use of burley in foreign-
blended cigarettes, Birkhead said.

J. E. Bohanon, Jr., Bowling
Green, said foreign manufac-
turers want quality, price and as-
surance of stable supply.

"I think it will be necessary
to increase our burley produc-
tion in accordance with world
consumption, as we continue to
hold our present status in the
world," the exporter said.

Tobaccomen "have a right and
duty to see that the public is not
misled" in statements about
smoking and health, the president
of the Tobacco Institute told the
group.

George V. Allen said "we must
help the public . . . to distin-
guish between what is actual-
ly established as scientific fact
and what flows out as opinion
and theory" about tobacco and
health.

Control of supply solves many
problems connected with foreign
marketing, Claude G. Turner, di-
rector of the Tobacco Division,
Agricultural Stabilization and
Conservation Service, said.

He urged a closer look at pro-
duction practices. One aim should
be to supply the markets with
the best quality raw product, he
noted.

Turner also reminded delegates
that other areas of the world are
now growing burley tobacco and
that a critical look at the quality
of U. S. burley would help head
off greater competition from
these areas.

W. L. Staton, executive secre-
tary of the Burley Tobacco Asso-
ciation, discussed the burley pro-
motion fund. Full cooperation of
all elements of the tobacco industry
would bring "nearly 100 per
cent" cooperation in the burley
growers' export promotion fund,
he said.

Four members of the seven-
member team of tobacco men
who recently toured Russia, gave
a report on the trip. They were
Berry, Frank J. Welch, vice presi-
dent of the Tobacco Institute,
Dr. Kenneth R. Keller, director
of the tobacco research division
for North Carolina State College
and Malcolm B. Seawell, execu-
tive secretary of the Leaf Tobac-
co Export Association.

Robert G. Lewis, deputy ad-
ministrator of the Price and Pro-
duction Division, USDA, called
the program for tobacco market-
ing a model one. He cited the vol-
untary participation of growers
who voted to reduce acreage in
1955 as a prime factor in the
success. He also predicted a good
price-demand structure and a
total export in 1962 of about 45
million pounds.

Allen, former director of the
U.S. Information Agency, said
smoking is one of the various fac-
tors that should be studied fur-
ther.

"Singling out tobacco," he said,
"is not an accurate reflection of
over-all research findings."

"In these troubled times, it
seems, the public often settles
for the easy answer to a complex
problem," Allen said.

"We all know the public is
being told that the major cause
of lung cancer has been found,
despite the research work that
does not support this belief. It is
our job . . . to make sure that
scientists have the opportunity to
discover the real causes—and
that the public not be stampeded
into accepting 'easy' answers
that may turn out to be mislead-
ing or false."

Allen said the "element of
quality" is strongly in favor of
U.S. tobacco in foreign markets.
He said U.S. farmers "grow the
finest tobacco in the world for
cigarettes, pipe-smoking and
snuff."

Foreign consumers have shown,
he said, "their preference is for
our familiar brands of cigarettes
and the tobacco that goes in
them."

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DURHAM HERALD
Durham, North Carolina
October 3, 1962

Help Public On Leaf Facts, Allen Urges

From Herald Dispatches

ASHEVILLE — Tobaccomen
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that the public is not misled."
In statements about smoking
and health, the president of the
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Tuesday.

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what is actually established as
scientific fact and what flows
out as opinion and 'theory'"
about tobacco and health.

Conover said that so far this
year cigarette smoking in the
United States had increased only
about 2 per cent. He said the
annual rate of increase over the
past six years had been from
3 to 6 per cent.

John M. Berry of New Castle,
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Berry, who is also president
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operative Association, succeeds
Paul D. Goddard of Dandridge,
Va.

explained by a federal official
who said, "tobacco scare news
stories" may be responsible for
the drop in the rate of smok-
ing.

Art G. Conover, statistician
for the Economic Research Serv-
ice of the U.S. Department of
Agriculture, presented a report
to the meeting saying the rate
of increase of cigarette smoking
in the United States so far this
year was less than in 1961.

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NEW YORK JOURNAL-AMERICAN
New York, New York
October 2, 1962

URGES TRUTH ON TOBACCO

ASHEVILLE, N. C.
Oct. 2.—The president of
The Tobacco Institute,
Inc., today said there is a
need to "help the public
separate fact from fiction"
about tobacco and health.

George V. Allen, told
the Burley and Dark Leaf
Tobacco Export Assn.

"We all know the public
is being told that the
major cause of lung cancer
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